



Charlotte Ballet
Development and Philanthropy

Job Description – Marketing and Communication Manager

The Marketing and Communication Manager (MarCom Manager) will be responsible for and supervise functions related to the internal/external communications of Charlotte Ballet as well as the brand awareness for the organization. Communication will center around Performances, Subscriptions, Charlotte Ballet Academy information, Education & Community Engagement events, and all other company initiatives. The position maintains focus on elevated public awareness and brand presence. Duties include management of Charlotte Ballet's online platforms including social media channels, website and e-communications. The Marketing and Communications Manager also supports the creation and implementation of marketing strategies across the organization while also serving as the liaison to all third-party vendors and events.

The Marketing and Communication Manager will report to the Director of Philanthropy and External Relations.

Charlotte Ballet's mission is to provide artistically excellent programming to diverse audiences in its home city of Charlotte, the Southeast region, and to the varied communities it serves while on tour across the nation. Charlotte Ballet is a Charlotte-based, world class repertory dance ensemble. It performs classic, contemporary, and cutting-edge dance with virtuosity, energy, and artistic excellence for local, statewide, and national audiences. Charlotte Ballet's collective talents provide the opportunity and give us the responsibility to challenge, stimulate, educate, entertain, and thereby enrich our audiences.

Due to current pandemic circumstances and acknowledging the highest care for our employees, students, patrons, and partners, Charlotte Ballet is requiring any successful candidates to be fully vaccinated against the COVID-19 vaccine. Candidates should be prepared to submit proof of vaccination upon hire, barring any valid medical or religious exemption.

Job Description

- Manage the communication and social media channels as part of overall marketing and communications strategy.
- Oversee web, email and social media analytics.
- Partner with Patron Engagement Manager regarding email communications, performance surveys and direct mail/email follow-up for all performances and applicable special events.
- Work with Digital Media Producer to conceptualize and coordinate video production including promotional videos for performances, Charlotte Ballet Academy, Development, and Education & Community Engagement.
- Supervise the Social Media & PR Coordinator, who will maintain and regularly update charlotteballet.org and content for Social Media channels.
- Assist in coordinating onsite marketing at theaters, Center for Dance and events as needed.
- Develop editorial calendar for Charlotte Ballet social media and work with Patron Engagement Manager to align communications strategies to all stakeholders, including subscribers, donors and ticket buyers as well as Academy and Education & Community Engagement.
- Manage the creation of design concepts and implement throughout marketing and communication campaigns.
- Regularly review company materials for alignment with Charlotte Ballet brand. Manage invoices of applicable projects when necessary.

- Serve as internal marketing and communications point of contact for Charlotte Ballet Academy, Education & Community Engagement, Development, and Artistic departments and volunteer groups while supporting media relations efforts as needed.
- Manage relationships including outside consultants, graphic designers, printers, photographers, box office, and journalists.
- Review and approve overall web, social media and e-communications strategy including content creation and implementation.

Education, Qualifications, and Competencies

- Bachelor's Degree, Marketing, Communications, Public Relations, Mass Communications, Broadcasting,
- 3-5 Years Marketing with an emphasis in Digital/Social. Experience with a Performing arts organization preferred
- Knowledge of web page management (with basic design acumen), Digital and Social platform content and analytics required,
- 3-5 years' experience in content development,
- Serves as fully supportive and vital part of marketing team,
- Continuously develops new and innovative concepts for furthering the Charlotte Ballet brand,
- Excellent verbal and written communication skills necessary to create clear and concise correspondence, proposals, applications and reports,
- Readily foresees roadblocks in goal meeting and works quickly in problem solving to achieve goals in timely manner,
- Serves multi-departmental marketing needs with professionalism and timeliness,
- Consistently performs at high level of excellence in daily tasks,
- Actively and enthusiastically participates in regular departmental meetings.

FLSA Status/Classification

The Marketing and Communication Manager will be considered Full-time and Exempt in status.

Compensation and Benefits

- \$52,000-\$55,000 / annual
- Benefits include: PTO, Sick Time, 403(b) Retirement Plan, Medical/Dental/Vision, Short/Long Term Disability, FSA

Charlotte Ballet is an Equal Opportunity Employer, and as such, we recognize our responsibility to embrace and promote Diversity, Equity, and Inclusion (DEI) throughout all aspects and levels of our organization including artistic programming, talent recruiting and retention, training, workplace culture, and community engagement.